



NEBRASKA INFORMATION  
TECHNOLOGY COMMISSION

STANDARDS AND GUIDELINES

Branding and Policy Consistency

Category	<b>E-Government Architecture</b>
Title	<b>Branding and Policy Consistency</b>
Number	

Applicability	<input checked="" type="checkbox"/> <b>State Government Agencies</b> <input type="checkbox"/> All ..... <b>Not Applicable</b> <input checked="" type="checkbox"/> Excluding Higher Education ..... <b>Standard</b>
	<input type="checkbox"/> <b>State Funded Entities</b> - All entities receiving state funding for matters covered by this document..... <b>Not Applicable</b> <input type="checkbox"/> <b>Other:</b> _____ ..... <b>Not Applicable</b>
<b>Definitions:</b> <b>Standard</b> - Adherence is required. Certain exceptions and conditions may appear in this document. <b>Guideline</b> - Adherence is voluntary.	

Status	<input type="checkbox"/> Adopted <input checked="" type="checkbox"/> Draft <input type="checkbox"/> Other: _____
Dates	Date: January 12, 2005 Date Adopted by NITC: Other:

## 1.0 Standard

### 1.1 Header

- 1.11 The Brand Graphic shall appear in the upper left of every web page.
- 1.12 Any method of skipping links will come after the Brand Graphic.
- 1.13 The Brand Graphic must be saved on the individual web site.
- 1.14 The Brand Graphic will have an alt tag stating "Official Nebraska Government Web site"
- 1.15 No changes may be made to the Brand Graphic without approval of the Nebraska Webmasters Working Group (see Section 5.3)
- 1.16 Use of HTML to stretch or condense the Brand Graphic on the web page is not permitted.

### 1.2 Footer

- 1.21 The bottom of each web page will contain a link to Nebraska.gov, the official State home page
- 1.22 The bottom of each web page will contain a link to the State privacy policy, or the agency's privacy policy, whichever is more restrictive.
- 1.23 The bottom of each web page will contain a link to the State security policy, or the agency's security policy, whichever is more restrictive.

## 2.0 Purpose and Objectives

### 2.1 Header

The purpose of the Brand Graphic is to make it clear that the web page being viewed is an official State of Nebraska web page with an image that cannot legally be used on non-State of Nebraska web pages.

### 2.2 Footer

The purpose of the footer requirements is to ensure that the public can easily view the privacy and security policies and that every web page has them available.

## 3.0 Definitions

### 3.1 Brand Graphic

The Brand Graphic is an twenty pixel tall image consisting of a filled outline of Nebraska with a star in the lower right hand area, with the words Official Nebraska Government Website, all on a colored background, with a drop shadow beneath.

### 3.2 Footer

The footer is a space at the bottom of a web site, generally of a smaller font than the rest of the page, where legal information and links are usually placed.

## 4.0 Applicability

This standard shall apply to all state agencies, boards, and commissions.

## 5.0 Responsibility

### 5.1 Header Placement

## DRAFT

Each agency is responsible for ensuring the Brand Graphic is placed upon their web site, in compliance with the Standard. The Brand Graphic shall be placed upon the home page immediately, with all other pages within six months.

### **5.2 Header Availability**

The Nebraska Webmasters Working Group shall maintain a portion of their web site to house a collection of Brand Graphics for use and add to it whenever a modified version is created.

### **5.3 Header Changes**

Should an entity wish a color scheme for the Brand Graphic different than is available, that entity will contact the Chair of the Nebraska Webmasters Working Group. The Chair will put an authorized member in contact with the requester. The member will modify the Brand Graphic within certain parameters (see section 5.31). The Brand Graphic will then be placed on the Nebraska Webmasters Working Group web site for use.

#### **5.31 Allowable Changes to the Brand Graphic**

Allowable changes for the Brand Graphic are the color of the text, the color of the state, and the color of the background. The star will be available in several standard colors. The graphic will be available in 800 and 1280 pixel lengths. No changes may be made to the drop shadow; size or font of the text; position of the state; or the alt tag. Additionally, the colors for the Brand Graphic must be clearly visible/high contrast with clearly legible text.

### **5.4 Footer Placement**

Each agency is responsible for ensuring the footer elements are placed upon their web site, in compliance with the Standard. The footer elements shall be placed upon the home page immediately, with all other pages within six months.

## **6.0 Exemptions and Extensions**

### **6.1 Standard Exemption**

Any web page that cannot be accessed from outside of an agency web site is exempted.

6.11 Example: A document specifically called up from a database, that cannot be found through a search engine.

### **6.2 Extension**

Any agency may petition for an extension of time in which to make all pages marked with the brand graphic.

6.21 Application for extension will be reviewed and ruled on by the State Government Council of the Nebraska Information Technology Commission.

### **6.3 Exemption, Partial**

An agency may petition for an exemption of some of its content. All main pages must still be marked with the brand graphic.

6.31 Exemptions will be considered on the basis of financial hardship.

## DRAFT

6.32 Application for exemption will be reviewed by the State Government Council and ruled on by the Nebraska Information Technology Commission.

### **6.4 Exemption, Full**

An agency may petition for a full exemption of its content with the exception of the homepage.

6.41 Exemptions will be considered on the basis of financial hardship.

6.42 Application for exemption will be reviewed by the State Government Council and ruled on by the Nebraska Information Technology Commission.

## **7.0 Related Documents**

### **7.1 Brand Graphic Options**

[www.nol.org/home/NEOC/Branding/Branding.htm](http://www.nol.org/home/NEOC/Branding/Branding.htm) is an example of the shorter graphic, in stand alone format

<http://www.treasurer.state.ne.us/branding/index.html> has examples of the Brand Graphic on various sites